A linear measuring device comprising:

a tape housing having an outer surface, a tape outlet opening and inner volume;

a generally semi-flexible measuring tape housed within said tape housing in a generally spiral configuration with an outer end extendable through said tape outlet opening;

an extendable generally flat planar rear tail having an outer end and an inner end, said rear tail movably mounted on said tape housing generally opposite said tape outlet opening, said rear tail operative to project outwards from said tape housing;

a generally flat planar forward tongue having inner and outer ends, said inner end of said forward tongue mounted on said outer end of said measuring tape with said forward tongue extending forwards therefrom;

at least two sets of measurements displayed on said measuring tape, an outer measurement of said at least two sets of measurements displaying the total extended distance of said measuring tape from said outer end to said tape outlet opening, an inner measurement of said at least two sets of measurements displaying the total distance between said outer end of said rear tail and said outer end of said forward tongue such that

 outer and inner measurements are simultaneously displayed on said measuring tape.

- 2. The dual option tape measure of claim ${\bf 1}$ wherein said inner measurement further comprises the length of said rear tail plus the length of said forward tongue plus the length of said tape housing between said tape outlet opening and the connection of said rear tail to said tape housing plus the total extended distance of said measuring tape from said outer end to said tape outlet opening $(L_{\text{Rear Tail}} + L_{\text{Forward Tounge}} + L_{\text{Tape Housing}} + L_{\text{Tape}})$ whereby the total distance between the outer end of said rear tail and said outer end of said forward tongue is shown by said inner measurement free of addition of the individual length measurements of each of the rear tail, forward tongue, tape housing and measuring tape.
- 3. The dual option tape measure of claim 1 wherein said forward tongue is hingedly mounted on said outer end of said measuring tape.
- 4. The dual option tape measure of claim 3 wherein said forward tongue is pivotable between a retracted position in general parallel alignment with and contacting said measuring tape and an extended position extending outwards generally parallel with said measuring tape.
- 5. The dual option tape measure of claim 1 wherein said inner end of said rear tail is hingedly mounted on said tape housing generally adjacent the lower surface of said tape housing,

said rear tail pivotable between a retracted position generally adjacent said tape housing and an extended position generally parallel with said outer end of said measuring tape in the opposite direction therefrom.

- 6. The dual option tape measure of claim 1 wherein said inner end of said rear tail is retractably mounted within said tape housing with said outer end of said rear tail extending partially outwards from said tape housing when said rear tail is housed within said tape housing such that said outer end of said rear tail may be engaged to withdraw said rear tail from said tape housing thereby moving said rear tail into an extended position generally parallel with said outer end of said measuring tape in the opposite direction therefrom.
 - 7. The dual option tape measure of claim 1 wherein:
- said forward tongue is hingedly mounted on said outer end of said
 measuring tape;
- said inner end of said rear tail is hingedly mounted on said tape housing generally adjacent the lower surface of said tape housing; and
- said hinged connection of said forward tongue and said hinged connection of said rear tail each including hinge stop means to restrict rotation of said forward tongue and said rear tail beyond an extended position for each wherein both said forward

tongue and said rear tail are generally parallel with said outer end of said measuring tape for facilitating accurate measuring of inner measurements of objects to be measured.

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25 26 a generally semi-flexible measuring tape housed within said tape housing in a generally spiral configuration with an outer end extendable through said tape outlet opening;

a tape housing having an outer surface, a tape outlet opening and

an extendable generally flat planar rear tail having an outer end and an inner end, said rear tail pivotably mounted on said tape housing generally opposite said tape outlet opening, said rear tail operative to project outwards from said tape housing;

a generally flat planar forward tongue having inner and outer ends, said inner end of said forward tongue pivotably mounted on said outer end of said measuring tape, said forward tongue pivotable between a retracted position contacting said measuring tape and an extended position extending outwards from said measuring tape;

at least two sets of measurements displayed on said measuring tape, an outer measurement of said at least two sets of measurements displaying the total extended distance of said measuring tape from said outer end to said tape outlet opening, an inner measurement of said at least two sets of measurements displaying the total distance between said outer end of said rear tail and said outer end of said forward tongue such that outer and inner measurements are simultaneously displayed on said measuring tape.

9. The dual option tape measure of claim 8 wherein said inner measurement further comprises the length of said rear tail plus the length of said forward tongue plus the length of said tape housing between said tape outlet opening and the connection of said rear tail to said tape housing plus the total extended distance of said measuring tape from said outer end to said tape outlet opening $(L_{\text{Rear Tail}} + L_{\text{Forward Tounge}} + L_{\text{Tape Housing}} + L_{\text{Tape}})$ whereby the total distance between the outer end of said rear tail and said outer end of said forward tongue is shown by said inner measurement free of addition of the individual length measurements of each of the rear tail, forward tongue, tape housing and measuring tape.

10. A linear measuring device comprising:

a tape housing having an outer surface, a tape outlet opening and inner volume;

- a generally semi-flexible measuring tape housed within said tape housing in a generally spiral configuration with an outer end extendable through said tape outlet opening;
- a tape end hook mounted on and depending from said outer end of said measuring tape;
- an extendable generally flat planar rear tail having an outer end and an inner end, said rear tail movably mounted on said tape housing generally opposite said tape outlet opening, said rear tail operative to project outwards from said tape housing;
- a generally flat planar forward tongue having inner and outer ends, said inner end of said forward tongue mounted on said outer end of said measuring tape forward of said tape end hook with said forward tongue extending forwards therefrom;
- at least two sets of measurements displayed on said measuring tape, an outer measurement of said at least two sets of measurements displaying the total extended distance of said measuring tape from said outer end to said tape outlet opening, an inner measurement of said at least two sets of measurements displaying the total distance between said outer end of said

rear tail and said outer end of said forward tongue such that outer and inner measurements are simultaneously displayed on said measuring tape.

The dual option tape measure of claim 10 wherein said inner measurement further comprises the length of said rear tail plus the length of said forward tongue plus the length of said tape housing between said tape outlet opening and the connection of said rear tail to said tape housing plus the total extended distance of said measuring tape from said outer end to said tape outlet opening $(L_{\text{Rear Tail}} + L_{\text{Forward Tounge}} + L_{\text{Tape Housing}} + L_{\text{Tape}})$ whereby the total distance between the outer end of said rear tail and said outer end of said forward tongue is shown by said inner measurement free of addition of the individual length measurements of each of the rear tail, forward tongue, tape housing and measuring tape.